

CLAIMS

What is claimed as new and desired to be protected by Letters Patent of the United States is:

1. A method comprising the acts of:
 - providing a portable computing device;
 - determining a geographical location of the device;
 - storing the geographical location;
 - transmitting from a remote location to the device a marketing communication that relates to the determined location;
 - providing the transmitted marketing communication to a user of the device;
 - determining, by the device, a behavior of the user subsequent to the provision of the marketing communication; and
 - transmitting information concerning the determined behavior from the device.
2. The method of Claim 1, wherein determining the geographical location comprises using one of a global positioning system, a cellular telephone system locator, or a wireless local area network locator.
3. The method of Claim 1, wherein the marketing communication includes at least one of an advertisement or an announcement.
4. The method of Claim 1, wherein the announcement is non-commercial.
5. The method of Claim 1, wherein the marketing communication relates to at least one of a good or a service.
6. The method of Claim 1, wherein transmitting the geographical location uses one of a cellular telephone system, a wide area network, or a wireless local area network.
7. The method of Claim 1, wherein the determined behavior includes at least one of a speed or direction of travel of the user.

8. The method of Claim 1, wherein initially the user is provided only a part of the marketing communication and the determined behavior includes a response by the user as to whether the user wants to be provided with a remainder of the marketing communication.

9. The method of Claim 1, wherein the determined behavior includes a length of time the user watches or listens to the marketing communication.

10. The method of Claim 1, wherein the determined behavior includes whether the user watches or listens to the marketing communication.

11. The method of Claim 1, wherein the determined behavior includes whether additional information is requested by the user.

12. The method of Claim 1, wherein the determined behavior includes whether the user was at a location specified in the marketing communication.

13. The method of Claim 12, wherein the determined behavior includes a length of time the user was at the specified location.

14. The method of Claim 12, wherein the determined behavior includes a number of times the user was at the specified location over a predetermined time period.

15. The method of Claim 1, wherein the device is selected from the group consisting of a cellular telephone, a personal digital assistant, and a portable computer.

16. The method of Claim 1, further comprising the acts of:
determining a profile of the user using the transmitted information.

17. The method of Claim 1, further comprising the acts of:
providing at least a portion of the transmitted information to a provider of the marketing communication; and
obtaining payment in exchange for the provision of the transmitted information.

18. The method of Claim 1, wherein the marketing communication is originated by a provider, and further comprising the act of communicating the marketing communication from the provider to a central server.

19. The method of Claim 18, wherein the provider is a provider of at least one of a good or a service.

20. The method of Claim 1, further comprising the act of transmitting the stored geographical location to the remote location.

21. The method of Claim 1, further comprising the act of installing the portable computing device in a vehicle.

22. The method of Claim 1, further comprising the act of displaying the marketing communication on a television receiver associated with the portable computing device.

23. A portable computing device comprising:
a wireless transceiver;
a locator;
an output portion;
storage; and
a processor operatively connected to each of the wireless transceiver, locator, output portion and storage, wherein the processor receives from the locator an indication of a geographical location of the apparatus, receives from the wireless transceiver a marketing communication transmitted to the wireless transceiver and controls output of the marketing communication on the output portion, determines subsequent behavior of a user, and stores the information concerning the subsequent behavior in the storage.

24. The device of Claim 23, wherein the locator comprises one of a global positioning system, a cellular telephone system locator or a wireless local area network locator.

25. The device of Claim 23, wherein the marketing communication includes at least one of an advertisement or an announcement.

26. The device of Claim 23, wherein the announcement is non-commercial.

27. The device of Claim 23, wherein the marketing communication relates to at least one of a good or a service.

28. The device of Claim 23, wherein the transceiver is one of a cellular telephone, a wide area network node, or a wireless local area network node.

29. The device of Claim 23, wherein the behavior includes at least one of a speed or direction of travel of the user.

30. The device of Claim 23, wherein initially the processor provides only a part of the marketing communication and the behavior includes a response by the user to the processor as to whether the user is provided with a remainder of the marketing communication by the processor.

31. The device of Claim 23, wherein the behavior includes a length of time the user watches or listens to the marketing communication.

32. The device of Claim 31, wherein the behavior includes whether the user watches or listens to the marketing communication.

33. The device of Claim 23, wherein the behavior includes whether additional information is requested by the user.

34. The device of Claim 23, wherein the behavior includes whether the user was at a location specified in the marketing communication.

35. The device of Claim 34, wherein the behavior includes a length of time the user was at the specified location.

36. The device of Claim 34, wherein the behavior includes a number of times the user was at the specified location over a predetermined time period.

37. The device of Claim 23, wherein the device is selected from the group consisting of a cellular telephone, a personal digital assistant, and a portable computer.

38. The device of Claim 23, wherein the device is installed in a vehicle.

39. The device of Claim 23, wherein the marketing communication is displayed on a television receiver associated with the portable computing device.

40. A method comprising the acts of:
providing a portable computing device;
determining a geographical location of the device;
providing the device with a plurality of marketing communications for a user in response to the determined geographical location;
determining, by the device, behavior of the user subsequent to the provision of the marketing communication to the user; and
storing information concerning the determined behavior.

41. The method of Claim 40, wherein providing the device with a plurality of marketing communications includes transmitting the determined geographical location to a remote location and in response transmitting the plurality of marketing communications from the remote location to the device.

42. The method of Claim 40, wherein providing the user at least one of the marketing communications includes selecting one of the plurality of marketing communication stored in the device.

43. The method of Claim 40, wherein storing the information is performed at the device.

44. The method of Claim 40, wherein storing the information is performed at a remote location.

45. The method of Claim 43, further comprising the acts of:
transmitting the stored information to a remote location;
aggregating the stored information with information pertaining to other users; and
reporting the aggregated information.

46. The method of Claim 40, further comprising the act of installing the portable computing device in a vehicle.

47. The method of Claim 40, further comprising the act of displaying one of the marketing communications on a television receiver associated with the portable computing device.